

Nail Your Niche!

with

Emma Sargent from Therapy Marketing School

Exclusively for subscribers to

**“Supercharge your Health and Wellness
Business Masterclass”**



THERAPY
MARKETING
SCHOOL

In this special report, I will cover everything you need to know about niching -

I will cover the why, what and how of niching, including:

- The secret to unlocking your earning potential
- The top mistakes that therapists make when choosing their niche
- What your prospective clients really want from you
- How to choose a niche that's perfect and prosperous for you

This report is designed to NAIL YOUR NICHE!

Niching is one of the critical FOUNDATIONS in marketing and yet it is so often overlooked or ignored.

It's important to realise that it is ONE piece in the Foundations stage of building your therapy practice - it just happens to be the bit that people find most difficult.

If you don't already know me, I'm Emma Sargent and I'm the co-founder of Therapy Marketing School and the co-creator of our signature programme, The Therapists' Client Attraction System which is a step by step system to attract clients and build the therapy business you want.

For context, there are 6 Foundations in STEP ONE of our FOUR STEP Magnetic Confidence Matrix™.

Nailing your niche can be a bit tricky. Here are some of the reasons that you might not have niched already:

- You might not know that it's important - or understand the consequences of not doing it.
- You might not know what a niche is.
- You might even think that you are doing it already, and perhaps you are.
- You might be fearful - perhaps you think that you will get fewer clients if the pool of people available to you is smaller

- You might want a lot of variety in your life
- Or you might just think you know better, and can give me loads of examples of people who haven't niched

During the course of this report, I will address all of these - perhaps not in that order but I will address them!

Why should you niche?

Let's just define niching right now in a general way as narrowing your offering. Later I will go into what a niche is and what it isn't in detail.

So if niching is narrowing down, and not niching is staying general...let's just look at the consequences of those choices.

We have worked with thousands of therapists and of all marketing strategies THIS is the hardest one to grasp AND it is one of the MOST IMPORTANT.

I just want to acknowledge this: We are aware that after the vast majority of therapy trainings, which you have paid a lot of money for and put in considerable hours, you could help "anyone with any problem". The focus is on the therapy and learning that therapy so that you can apply it to many, many problems. In fact, sometimes you are actively encouraged not to niche. We also know that, as a therapist, you will want to help all sorts of people. That's only natural. And it's these two things that makes it hard for therapists to make the decision to niche properly.

I am asking you to take a 180 degree turn. I am asking you to not focus on the process but focus on something else altogether.

If you want to try to appeal to "anyone" with "any problem" and market yourself by the type of therapist you are alone, then that, of course, is your choice. However, what our experience tells us, is that you will find making a living pretty difficult that way.

Why? Because you will disappear into the ocean of therapists and how will people find you?

How will people know that you are the person to go to, to fix their problem, if you don't stand out from the next person on the directory listing?

And if you do that, you become "just another therapist" and commoditise therapy. In other words, if people can't decide between you and other therapists, they will choose you on price. Simple. And that drives prices down.

We believe that therapy should be properly valued as a profession.

That may sound brutal, but we want you to know the truth: that if you try to appeal to everyone, you will appeal to no-one.

Think of it this way; imagine you have a pain in your knee. You go to the doctor and the doctor gives you a choice: either go to see a general consultant or a knee consultant. The decision is easy, isn't it?

It's the same with therapy. If I want to stop smoking, I start looking for someone to help me, and I come across a therapist on a directory who has a long, long list of things that they specialise in, one of those being stopping smoking, and then the next therapist listed has one thing, or maybe two specialisms on their listing, including smoking cessation, who am I going to choose?

Just imagine for a moment that you hate standing up in front of people and talking. For you it's the ultimate nightmare and it's been a persistent and pervasive problem for years.

A much loved friend of yours has just asked you to "say a few words" at their 50th birthday. There are likely to be close to 200 people present.

You can't refuse...

OMG! You need help.

By chance, shortly afterwards, you meet two Therapists at a party:

Therapist 1: 'Yes, I'm a therapist. I do lots of different work with all sorts of issues that clients bring to me. I've done quite a bit of work with people who didn't like standing up and talking to crowds.'

Therapist 2: 'I specialise in giving people the confidence to stand and speak in front of large groups. I know I can help you.'

Now, honestly, who would you choose?

It's obvious, isn't it? You're going to choose the person who looks like a specialist.

You will find that you get far more clients, not fewer, when you are focused on one type of client. The trick is to focus on something that you really enjoy and that you know you are particularly good at.

To recap:

The consequences of not niching are:

- You drive prices down - for you and for your profession
- You don't stand out
- It's difficult to attract clients
- You can struggle to make a living

So I hope that demonstrates why you need to niche....but let's just put it in a positive way too...

If you put your metaphorical stake in the ground and choose a niche to market to, you will have far more success than if you don't.

- You will attract the right clients
- you will get known more easily
- which will lead to more referrals
- and you will make MUCH more money.

Think about it - if we just pick up on referrals...to get referrals we need to make it easy for people to refer others to us.

We know a therapist who ONLY helps people give up smoking and it is SO easy for us to refer people even though we know other therapists who would do a great job.

Similarly, we know someone who specialises in eating disorders. Would we refer anyone with an eating disorder to anyone else? NO.

We are PASSIONATE about your ability to make a proper business from your therapy; we see far too many therapists who are hardly scraping by. And that makes us very sad.

The smartest way to help more people is to stay in business.

Deciding to niche is a FOUNDATION activity – in other words, one that should be made early in your Therapy Business journey.

When should I niche?

I want to say a bit about when to niche, because lots of people ask us about that.

You should ONLY niche when you have time to practice and get a feel for the thing you want to do or if you specifically went into your therapy training with a niche/specialism in mind.

What exactly is a niche?

A niche is essentially a specialism in the types of clients or issues you treat. It is NOT specializing in a type of therapy. For example, Psychotherapy is not a niche in this sense, nor is Reiki, Hypnosis, etc.

You can niche in several ways:

- 1 Geographical Area – where you practice
- 2 Client Type – who you work with specifically
- 3 Issue – what problem do your clients have
- 4 Outcome – what solution do they want

A combination of the above makes your niche even tighter which means, paradoxically, more clients for you.

A question we get all the time, is “Is this niche too small?”

Here are some examples for you:

- Therapy in Russian, for Russians living in London (geographical area and client type)
- Erectile Dysfunction in wealthy and successful men (issue and client type)
- Weightloss for yo yo dieters (Outcome and issue)
- Weightloss for women presenters (outcome and client type)
- Helping “empty nesters” get their mojo back (outcome and client type)
- Freedom from pain for chronic pain sufferers (outcome and client type)
- Nutrition for people suffering with auto-immune diseases
- Overcoming PTSD for ex-service personnel
- Overcome anxiety of exam taking for A level students

You get the picture I hope!

How to choose your niche

We want you to have the therapy business that you want. You might want more clients, or you might want fewer but different clients.

I want to give you our very simple definition of marketing:

“Reaching the people who need you in a way that makes them want to choose you”

Think about it - they are searching for help for a particular thing and what you want is for someone to find you, and think “pew what a relief I’ve found someone who understands me and can help me”

You need to “stop them shopping”.

Of course there are lots of pieces in the jigsaw but a MAJOR piece is niching.

Niching is one way to stop someone shopping and choose you.

The question we are going to answer now is “where do you start?”

After you have worked through this report, I want you to be able to say with confidence:

I help [specific people] with [specific thing]

So where to start?

- 1 Think about what made you want to be a therapist in the first place.

Perhaps you had an issue that was solved through therapy and now you want to help others. Remember that the easiest people to attract are those that are like you because it will be easy to resonate with them.

One of the reasons that it's difficult to niche is because you might have decided to be a therapist because of some particular thing, and then by the end of your therapy training you realise you can help all sorts of people and it throws you. In fact more than that, it's very easy to throw the baby out with the bath water!

- 2 Remember that all your life experience counts – not just the moment you decided to be a therapist.

We notice that therapists sometimes 'forget' about the fact that they used to be an accountant, or a teacher or business owner. Draw on your past experience to inform your niche.

- 3 Pay attention to the people that you seem to be attracting without 'trying'.

Often therapists ignore the fact that their niche is right at the end of their nose!

- 4 Pay attention to the sessions that bring you joy; the people who you would help for nothing if you could.

Even if we want to help people for nothing - it's not sustainable unfortunately so yes, finally we have to think about whether we are marketing to a niche that is willing and able to buy our services. Don't make assumptions about what people can afford.

Please reflect on your life; bring all your experience front of mind; and look at the end of your nose for clues!

Just think about how fabulous it will be when you bring all of that to your therapy, helping the people who you really resonate with.

I want you to know that it's not a linear process; it's more circular and you may find yourself going round a few times.

I also want to make it clear that the niche that you decide on is where you spend your marketing attention.

It doesn't mean that you have to say no to other people who come to you. You may decide to pass them on, or you may decide to see them. Either way is fine.

How to Narrow your Niche!

Some of you will have a few options, and that's when narrowing down using the niche analyser below is a great idea.

Even if you are set on your niche, it's a great idea to go through these questions.

I want to make it clear that asking yourself these questions can sometimes bring up more questions than answers - it is not scientific. It's meant to make you think. And it's particularly good for considering whether your niche is too big.

THE THERAPISTS NICHE ANALYSER TOOL

1. In the 'Client Group' boxes put the names of the specific markets/people that you could target
2. Then score each of these groups against the criteria listed, using a 1-5 scoring system, where 1 = Low and 5 = High e.g. If there are very few people in that sector, then they would score 1 and if there was a large population, 5
3. Finally, total up your points to give yourself an objective analysis of the viability of the chosen groups

| CRITERIA | Client Group1 | Client Group 2 | Client Group 3 | Client Group 4 |
|---|----------------------|-----------------------|-----------------------|-----------------------|
| Need for your service | | | | |
| Recognise they need it | | | | |
| Want your product/service | | | | |
| Numbers in the group | | | | |
| Easy to reach | | | | |
| You love them! | | | | |
| Already buy similar services | | | | |
| Level of competition | | | | |
| Number of your products/services they could buy | | | | |
| Have money to spend | | | | |
| Points Total | 50 | 50 | 50 | 50 |

Let's go through the questions together in case you have questions.

1 Need for your service

If someone has some kind of issue that needs solving then they need you.

2 Recognise they need it

Sometimes you can recognise that someone needs help but they don't recognise it themselves.

3 Want your product/service

They might need it but do they want it? Eg. smoking and addictions

4 Numbers in the group

If it's millions then your group is too big.

For example:

PTSD vs PTSD for ex service personnel vs PTSD for astronauts
PTSD for everyone is too big, whereas PTSD for astronauts would be too small.

5 Easy to reach

This depends on how you want to reach them - do you want to have online sessions or in person sessions?

If we take the previous example - if I live in a town with a military presence - then it makes sense. If I live in a place or a country far away from any service personnel then perhaps they wouldn't be easy to get hold of.

6 You love them!

How do you talk about your clients? Do you talk about them kindly or do you curse them!

7 Already buy similar services

Is this group of people used to paying for help?

8 Level of competition

Who else serves your niche? Niching dramatically cuts the amount of competition you have and makes you stand out.

9 Number of your products/services they could buy

Do you have more than one service for this group?

10 Have money to spend

The first thing I am going to say about this is please don't make assumptions. Remember that when people really want something, they tend to find the money. Our job as marketers is to make sure that we paint a compelling enough picture of what their life will be like afterwards, that we have evidence that we can help you in the form of testimonials (I know some therapists don't feel they can use testimonials but we talk about a workaround in our training)

It's important though that you choose to work with a group of people who can sustain your business. It's not ok to spend all your time with a group of clients who can't or won't pay. Please value the work that you do. You change lives - remember that.

To access more free content from Therapy Marketing School come and join us in our free Facebook Group "Confident Marketing for Thriving Therapists" <https://www.facebook.com/groups/therapymarketingschool>